

IN THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A system for retrieving, normalizing and storing product information and correlating various different identification and attribute information about a product, said system comprising:
 - ~~a database to store a plurality of identifiers for each product, and relationships between the identifiers, and for each identified product, a plurality of product attributes;~~
 - a data collector to retrieve product information over a distributed network, from at least one external source and automatically to associate said retrieved product information for an identified product with prestored product information for the identified product, ~~on the database~~, said data collector creating markup language for the identified product from said retrieved product information for the identified product, includes said markup language including a first attribute-value pair that includes a first attribute and a first value; and
 - a normalization engine to normalize said ~~retrieved product information~~ markup language for the identified product, the normalization engine to translate the first attribute to a second attribute responsive to an identification of the first attribute in a list that includes a plurality of attributes that are associated with the identified product and the second attribute, the second attribute being a canonical representation of the plurality of attributes respectively; and
 - a database to store the normalized second attribute for the identified product with the prestored product information for the identified product,
 - the data collector to store the second attribute for the identified product with the prestored product information for the identified product in the database.

2. (Currently amended) The system of claim 1, wherein the database is to store identifiers
are selected from a group including for products selected from a group of identifiers for products
consisting of a model number, a part number, and a stock keeping number.;

at least one of a model number associated with a manufacturer and other
identifiers used by the manufacturer;

at least one of a part number associated with a distributor and other identifier used
by the distributor;

at least one of an SKU associated with a vendor and other identifier used by the
vendor; and

a serial number.

3. (Currently amended) The system of claim 1, wherein the database is to store information
about features of the product.

4. (Currently amended) The system of claim 1, wherein the database is utilized to assign a
universal SKU stock keeping number to each product.

5. (Currently Amended) The system of claim [[1]], wherein the database is a relational
database and the relationships between the identifiers for the products are stored as a tuple.

6. (Currently Amended) The system of claim 5, wherein the database is controlled by SQL
Structured English Query Language.

7. (Currently Amended) The system of claim 1, wherein said database is contained in a
server connected to a the distributed network and wherein the at least one external source is a
server.

8. (Currently Amended) The system of claim [[2]] 7, wherein the distributed network is the

Internet and wherein the markup language is the Extensible Markup Language.

9. (Currently Amended) The system of claim 8, ~~further comprising~~ wherein the at least one external source includes at least one a third party server connected to the system through the Internet.

10. (Currently Amended) A method of gathering, normalizing and storing product information in a database, the method comprising:

gathering product information from diverse external sources that are accessed over a distributed network;

~~loading~~ storing the gathered product information into the database, ~~the gathered product information including a first attribute-value pair that includes a first attribute and a first value~~;

creating markup language for a first product from said gathered product information for a first product, said markup language including a first attribute-value pair that includes a first attribute and a first value;

~~for each product in the gathered product information, determining whether~~ identifying the first product is already present in said database;[[.]]and if so,

normalizing the markup language for the first product by translating the first attribute to a second attribute responsive to identify the first attribute in a list that includes a plurality of attributes that are associated with the first product and the second attribute, the second attribute being a canonical representation of the plurality of attributes respectively[[;]] and

~~for each product determined as not being already present in said database, adding a product identifier and related product information to said database, the database to determine and to store relationships between the various product identifiers for each new product represented in newly gathered information and stores information regarding the related product information for that product according to alias lists for product information terminology stored in said database.~~

11. (Previously Presented) The method of claim 10, further comprising:
transmitting the product information to a third-party server, wherein the transmitted product information contains a product identifier used by the third-party server.
12. (Currently Amended) A ~~computer-implemented~~ method for providing to a user ~~at a single user-interactive location information relating to at least one of a product and a service of interest to the user,~~ the method comprising:
- ~~gathering information on at least one of the~~ for a product and the a service, including at least two of the following types of information from a plurality of servers that are accessed over a distributed network:
 - ~~a general description of the at least one of the product and the service that includes at least one of the product features and the service features;~~
 - ~~a numerical user rating of the at least one of product and the service;~~
 - ~~at least one of the user reviews of the at least one of the product and the service;~~
 - ~~at least one of an industry review of the at least one of the product and the service;~~
 - ~~at least one of the comparison between the at least one of the product and the service and other similar items;~~
 - ~~a list of at least one of the vendor that sells the at least one of the product and the service;~~
 - ~~a list price of the at least one of the product and the service;~~
 - ~~a price for the at least one of the product and the service at each of the at least one vendor;~~
 - ~~data on the availability of the at least one of the product and the service at each of the at least one vendor;~~
 - ~~a profile on each of the at least one vendor; and~~
 - ~~an at least one of a rating and a review for each of the at least one vendor;~~
 - creating markup language for the product from said gathered information, said markup language including a first attribute-value pair that includes a first attribute and a first value;

normalizing the markup language for the product by translating the first attribute to a second attribute responsive to identifying the first attribute in a list that includes a plurality of attributes that are associated with the product and the second attribute, the second attribute being a canonical representation of the plurality of attributes respectively;

storing the gathered information and the normalized markup language according to an at least one of the a product identification for the product and the service identification, the information includes a first attribute-value pair that includes a first attribute and a first value, the storing including translating the first attribute to a second attribute responsive to identifying the first attribute in a list that includes a plurality of attributes that are associated with the second attribute, the second attribute being a canonical representation of the plurality of attributes respectively; and

outputting ~~said information~~ to said user in a format that enables access by said user to the gathered and the stored information related to ~~the at least one of the product of interest and the service of interest.~~

13. (Currently Amended) The method of claim 12, further comprising:

displaying a list identifying a first plurality of ~~the at least one of the products and the services; and~~

receiving a user product input selecting ~~the at least one of the~~ a second plurality of products ~~and the services from the first plurality of products; and the list, wherein the displaying information displays information on the selected at least one of the products and the services~~
displaying the second plurality of products responsive to the receiving the product input.

14. (Currently Amended) The method of claim 13, further comprising:
displaying a class list identifying a plurality of classes ~~of the at least one of the products and the services;~~
receiving a user class input selecting ~~one of the classes~~ a class from the class list, the class corresponding to a second product, and
displaying the second product ~~at least one of the products and the services corresponding to the selected class~~ responsive to the receiving the class input.
15. (Currently Amended) The method of claim 13, further comprising:
displaying a feature list identifying a plurality of ~~the at least one of the~~ product features and the service features;
receiving a user feature input selecting ~~the at least one of the~~ a first product features ~~feature and service features from the feature list;~~ and
displaying the ~~at least one of the~~ first product feature ~~and the service feature~~ corresponding responsive to the user feature receiving the feature input.
16. (Previously Presented) The method of claim 13, wherein displaying further comprises displaying a picture.
17. (Currently Amended) The method of claim 12, further comprising:
allowing the user to add ~~to the stored information~~ a user review ~~of the at least one of the product and the service~~ and storing the user review according to the product identification.
18. (Currently Amended) The method of claim 12, further comprising:
allowing the user to add a rating of the ~~at least one of the~~ product ~~and the service~~, wherein the rating is combined with an existing numerical user rating to form a new numerical user rating.
- 19-20. (Canceled)

21. (Currently Amended) The method of claim 10, further comprising:
assigning unique integer identifiers to each character string contained in said product information;
associating each unique integer identifier with ~~[[its]]~~ a corresponding string in a look-up table; and
creating a file containing product identification information and product attribute information in the form of a listing of said unique integer identifiers~~[[.]]~~,
the assigning, the associating, and the creating to enable a traversal across said file with client queries to said database, a retrieval of relevant integer identifiers, and the acquisition of corresponding character strings from said look-up table for presentation to a client.

22.-25. (Canceled)

26. (Currently Amended) A system for retrieving, normalizing and storing product information and ~~correlating various different identification and attribute information about a product~~, said system comprising:
a ~~first means for storing a plurality of identifiers for each product, and relationships between the identifiers, and for each identified product, a plurality of product attributes;~~
a ~~second~~ first means for retrieving product information from at least one external source and automatically ~~to associate~~ for associating said retrieved product information for an identified product with prestored product information for the identified product, ~~on the said first means said~~ creating markup language from the retrieved product information for the identified product, includes said markup language for the identified product including a first attribute-value pair that includes a first attribute and a first value; ~~and~~
a ~~third~~ second means for normalizing said ~~retrieved product information~~ markup language for the identified product, ~~the third means for~~ by translating the first attribute to

a second attribute responsive to an identification of the first attribute in a list that includes a plurality of attributes that are associated with the identified product and the second attribute, the second attribute being a canonical representation of the plurality of attributes respectively; and
a third means for storage of the normalized second attribute for the identified product with prestored product information for the identified product,
the first means for storing the second attribute for the identified product with prestored product information for the identified product on the third means.

27. (New) The method of claim 12, wherein the information includes a description of the product that includes product features, a numerical user rating of the product, a user review of the product, an industry review of the product, a comparison between the product and other items, a vendor that sells the product, a list price of the product, a vendor price for the product, information provided by the vendor on the availability of the product, a profile of the vendor, a rating of the vendor, and a review of the vendor.
28. (New) The method of claim 10, further including storing the second attribute for the first product in the database.
29. (New) The method of claim 10, wherein said database is coupled to a server connected to the distributed network, wherein the distributed network is the Internet.
30. (New) The method of claim 10, further comprising translating the first value to a second value responsive to identifying the first value in a list that includes a plurality of values that are associated with the first attribute and the second value, the second value being a canonical representation of the plurality of values respectively.

31. (New) The method of claim 10, wherein the markup language for the identified product includes a first domain associated with the attribute-value pair, and further comprising normalizing the markup language for the product by translating the first domain to a second domain responsive to identifying the first domain in a list that includes a plurality of domains that are associated with the first product and the second domain, the second domain being a canonical representation of the plurality of domains respectively.